





By opening this brochure, you've already taken the first step in becoming a volunteer. You've shown that you care.

Now all you need to do is connect with the right people and the right organization. The rest is easy. It just means being yourself and giving your time and talents to those who need you. And that could be one of the most rewarding experiences you'll ever have.

To help you get started, we at Coors have compiled a sampling of national organizations that offer volunteer opportunities for young people like you. This is not a complete list of nonprofit organizations, by any means. But it is a reflection of interests and concerns indicated by young people.

We've also included some helpful hints on finding the right organization for you. And you'll find some creative volunteer ideas as well.

Most importantly, we encourage you to follow through. To make the phone calls and get involved. You'll be glad you did.

Nancy Williams National Program Manager Community Relations Adolph Coors Company

WHERE TO START.

Before you become a volunteer, you need to make sure that what you're getting into is going to be rewarding for you. After all, that's what volunteering is all about. So ask yourself these questions before you make your contacts. Chances are, you'll feel better about what you're doing.

WHAT DO I WANT IN RETURN?

Think about what you expect to get out of volunteering before you decide where to give your time and your talents. If you know exactly what you want, it will make that experience easier to find.

Do I want to volunteer in cause or issueoriented efforts?

Do I want my efforts to expose me to potential. new career options?

Do I want my efforts to develop my skills in management, leadership and organization?

Do I want to meet people?

Do I want to become more educated?

Do I want to have fun?

Do I want my efforts to supplement my job skills?

WHAT'S THE BEST WAY FOR ME TO GIVE?

Everyone has a gift to offer in volunteering. Whether your talent and skills are singing, writing, playing sports, organizing activities or countless other things, you can translate them into volunteer opportunities.

Think about what you do best and what types of situations are most comfortable for you. Then you'll know whether you should be volunteering one-on-one, with small groups, or by surrounding yourself with a lot of people.

Volunteering is a job. But it should be the kind of work that makes you happy and brings out the best in you.

HOW TO MAKE IT WORK FOR YOU.

You can be as creative about volunteering as you are with your life. Established non-profit organizations may be the best way for you to go. Or, you can start a group of your own. Special projects to help individuals or groups can even be organized and completed in your own home.

If you want to work with an association, consider the following points when you evaluate your choices.

Look for quality programs which offer training for volunteers. Is there a volunteer coordinator who is available for assistance when you are working on a project? What is the reputation of the association according to other volunteers and your friends? Is the work meaningful and are volunteers treated well?

Is the association flexible in setting times when you can volunteer? Is it open on weekends? Is there special project time?

LOCAL OPPORTUNITIES.

The following are some additional types of organizations you can find in your own community. Look them up and see if they could use your help.

Battered Women's Shelters Environmental Groups Homeless Shelters Hospitals Humane Society Indian Centers Public Television Parks & Recreation Departments Public Schools Performing Arts Groups Political Campaigns

CREATIVE VOLUNTEER IDEAS.

You might want to consider organizing some of the following activities for your volunteer service. Or use your own imagination and try something new.

Paint-a-thons Shopping Assistance Read for the Blind Christmas Gift Wrapping Senior Citizen Arts & Crafts Music for Seniors or Children Adopt a Needy Family for the Holidays Food Drives Sports/Athletic Assistance for the Handicapped Clean-up Rallies Recycling Parties



WHO ARE WE TO TALK ABOUT VOLUNTEERISM?

At Coors, we do more than just talk about volunteering. We're involved. Since 1985, our company has sponsored the largest corporate volunteer program in America.

More than 3,000 of our employees, retirees and spouses are working together as Volunteers in Community Enrichment, better known as the V.I.C.E. Squad.

Together, we take on any project that will make a positive difference in our community. We've tackled everything from clean-up campaigns to picking fruit for our neighbors on the western slopes of Colorado. Our volunteers tell us it's a great way to develop skills and meet new people. Not to mention, we always have a good time.

Today, more and more corporations are forming similar organizations. Ask your employer about company volunteer opportunities. You'd be surprised at what a difference you can make in your community and America.

IT'S TIME TO ROLL UP YOUR SLEEVES.

Now that you've thought about what you want from volunteering and where you might begin, it's time to go to work.

Sometimes it's easier to ask a friend to join you in volunteering for the effort. Or maybe you'd be more comfortable working for an organization where you know someone. Either way, you'll be making a valuable contribution.

On the following pages, you'll find some examples of organizations which need volunteers. But these are only a few of the countless organizations which could use your help. We hope you'll find what you're looking for.

And we wish you all the best with your volunteer efforts.

For further information contact:



Volunteers Under 30 P.O. Box 1987, Denver, CO 80201 303-277-5968



AIDS VOLUNTEER ORGANIZATIONS

Opportunities to assist AIDS-related organizations are available at the state and local levels. Volunteers are needed to provide direct support services to people with AIDS, educational outreach programs and public speaking.

Contact your local or state health department for information on community-based AIDS service organizations in your area.

AMC CANCER RESEARCH CENTER

A national organization with prevention and control programs in 75 local chapters. Volunteers are needed to participate in cancer prevention and control programs, as well as to become partners in "Target 2000," a mission to cut cancer mortality in half by the year 2000.

For further information contact Donna Batres at 303-233-6501.

ALEXANDER GRAHAM BELL ASSOCIATION FOR THE DEAF

Through educational and public information programs, the association promotes universal rights and optimum opportunities for hearing-impaired children and adults. The association encourages mainstreaming of hearing-impaired individuals through the use of auditory training. Iip reading and speaking. Volunteers are needed for state advocacy programs, screening of newborns for hearing impairment, education and public information campaigns for family and physicians.

For further information call 202-337-5220 or write Public Information, 3417 Volta Place N.W., Washington, D.C. 20007.

AMERICAN CANCER SOCIETY

Volunteers are needed to support education and research in cancer prevention, diagnosis, detection, and treatment. Opportunities are also available for providing special services to cancer patients.

For further information, see American Cancer Society in your local telephone directory.

AMERICAN COUNCIL ON ALCOHOLISM

An education association with local/regional affiliates which recognizes the importance of properly educating the American public on the alcohol issue. Volunteers are needed for public speaking, counseling, educating/training, fundraising and committee managing.

For information write 8501 LaSalle Road, Suite 301, Towson, Maryland 21204 or call 301-296-5555.

AMERICAN DIABETES ASSOCIATION

Seeks to prevent and cure diabetes and help all people affected by diabetes, Conducts numerous events and programs in public education, patient and professional services and research.

For further information regarding volunteer opportunities, call 1-800-ADADISC. In Washington, D.C. and Virginia, call 703-549-1500. Information is also available by consulting your local telephone directory for the ADA nearest you.

ARTHRITIS FOUNDATION

Committed to discovering the cause and improving the methods for treatment and prevention of arthritis and other rheumatic diseases. Volunteer opportunities available in fundraising, advocacy, public information activities and patient support groups.

Write to P.O. Box 19000, Atlanta, Georgia 30326 for additional information.

EPILEPSY FOUNDATION OF AMERICA

National voluntary health agency committed to preventing and controlling epilepsy and improving the lives of those who have it. Volunteers needed to assist with local education programs, support groups, fundraising, recreation, and counseling information and referral.

For additional information, call 1-800-EFA-1000. In Maryland, call 301-459-3700.

HEALTH INFORMATION COUNCIL

Education association which strives to elevate health issues to a preventative, positive level through advocating healthy lifestyles. Volunteers with backgrounds in wellness issues such as nutrition, physical fitness, stress management, abuse and marketing/communications are needed to be seminar leaders and speakers.

For further information call 1-800-527-5344.

NATIONAL ASSOCIATION FOR SICKLE CELL DISEASE

Created to increase awareness of the disease and to coordinate a national effort to develop and implement comprehensive health care programs for persons with these conditions. Volunteers are used for NASCD programs such as public, professional and patient education, genetic counseling, psychosocial services, technical assistance and supportive services.

Call 1-800-421-8453 or in California call 213-936-7205 for further information.

NATIONAL COALITION AGAINST SEXUAL ASSAULT

Acts as an advocate for and on behalf of rape victims and disseminates information on sexual assault. Volunteers are needed to staff 24-hour rape hotlines, assist with public outreach programs, counseling, education and fundraising. Onsite training programs are available at most locations.

Contact your local Rape Crisis Center for more information.

NATIONAL MENTAL HEALTH ASSOCIATION

Voluntary health agency confronting the entire range of mental health and illness issues at local, state and national levels. Recruits and trains volunteers to participate in legislative and public awareness programs and to work directly with persons who have experienced a mental illness.

For more information, call your local Mental Health Association or the national office at 703-684-7722.

NATIONAL MULTIPLE SCLEROSIS SOCIETY

Dedicated to stimulating, supporting, and coordinating research into the cause, treatment, and cure of multiple sclerosis. Provides services and aid for families of and persons with MS and related diseases.

For additional information, call 1-800-624-8236.

PERSONAL & CAREER DEVELOPMENT

ASIAN AMERICAN JOURNALISTS ASSOCIATION

Association focusing on increasing the numbers of Asian American print/broadcast journalists, and improving coverage of issues. Volunteers are needed for special events, job referral banks, and implementing local chapter programs in mentoring, scholarship and education.

For further information, contact AAJA at 415-346-2051 or write 1765 Sutter Street, Room 1000, San Francisco, California 94115.

BUSINESS AND PROFESSIONAL WOMEN/USA

BPW is the oldest organization in America representing working women. It seeks to promote economic self-sufficiency for women through public policy advocacy and scholarship programs. Members work as volunteers in committees ranging from financial aid to research and information, to international education and training.

Annual dues are assessed for membership.

For more information contact Susan Vaughn, Membership Director, 2012 Massachusetts Ave., Washington, D.C. 20036 or call 202-293-1200.

COUNCIL ON CAREER DEVELOPMENT FOR MINORITIES

Works to heighten the awareness and employability of minority college students, and to improve career counseling and referral services offered to them. Volunteers are needed to assist with administrative support, articles for newsletters, seminars and conferences in local and remote areas, and to provide marketing and fundraising.

Further information is available by calling 214-631-3677.

KIWANIS INTERNATIONAL

Kiwanis is a worldwide service organization for business and professional men and women desiring fellowship and personal involvement in the leadership and betterment of their communities.

Annual dues are assessed for membership. Membership is by invitation.

For further information write Kiwanis International, Member Services Department, 3636 Woodview Trace, Indianapolis, Indiana 46268, or call 1-800-445-3925. In Indiana, call 1-800-638-7436.

LITERACY VOLUNTEERS OF AMERICA (LVA)

Combats illiteracy through a network of 300 community volunteer literacy programs which provide individualized, student-centered instruction in basic literacy and English as a second language. Volunteers are needed for tutoring, program management and related jobs.

Čonsult your local telephone directory for further information.

NATIONAL BUSINESS LEAGUE

Promotes economic development of minorities by encouraging minority ownership and management of small businesses; supports full minority participation within the free enterprise system. Volunteer activities center around convention and special events needs.

For further information call 202-829-5900.

NATIONAL IMAGE, INC.

Image advocates employment and education for Hispanic Americans. Volunteers are needed to evaluate and interpret information on high school dropouts; to work on field communications: to inform Hispanic students of technological advances in math, science and computer science and encourage them to pursue these career fields; to organize, plan and implement a national scholarship program for high school students.

For further information, write Manuel Oliverez, President, 20 F Street, N.W., Mezzanine Floor, Washington, D.C. 20001.

100 BLACK MEN OF AMERICA

An organization of men in business, industry, public affairs and government who desire to improve the quality of life for blacks and other minorities. The focus seeks to identify outstanding men whose training, skills and experience qualify them to exercise combined leverage in achieving meaningful gains for the black and minority communities in housing, education, employment, health services and government. Volunteers are needed to mentor and tutor high school students.

Write Moses Gray, P.O. Box 894 (M-31), Indianapolis, Indiana 46206 or call 317-242-6777 for additional information.

OPTIMIST INTERNATIONAL

Business, industrial, and professional service clubs dedicated to aiding and encouraging development of youth, and promoting active interest in good government and civic affairs.

Annual dues are assessed for membership.

For further information, write Optimist International, Attn: Public Relations, 4494 Lindell Boulevard, St. Louis, Missouri 63108.

SER—JOBS FOR PROGRESS

Provides employment training and opportunities for Spanishspeaking and disadvantaged Americans. Local offices increase business and economic opportunities for minority communities and provide total job training services.

For additional information, call 214-631-3999 or write SER at 1355 River Bend Drive, Dallas, Texas 75247.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

A classified organization for executive and business women. Primary focus is women's issues and improving the quality of life for women around the world. Members carry out community service/volunteer work in program areas including economic development, education, environment, health and human rights.

Annual dues are assessed for membership.

For further information, consult your local telephone directory.

UNITED STATES JAYCEES

Provides civic leadership training for members through active participation in local community betterment programs. Volunteers focus on personal development, business and management skills, and fundraising for many national and local charities.

Contact your state organization for information on your nearest chapter.

ZONTA INTERNATIONAL

Zonta is a classified professional women's organization which seeks to advance the status of women by funding educational and health programs, and through encouraging community service. Members serve as volunteers in fundraising, mentoring, special events planning and other activities in order to fund local and international projects.

Annual dues are assessed for membership. Membership is by invitation.

For information, write Zonta International at 557 West Randolph, Chicago, Illinois 60606-2284.



AMERICAN ASSOCIATION OF HOMES FOR THE AGING

Represents 3300 non-profit senior housing and health care facilities committed to high quality services for the fast growing older population. Volunteers are needed to assist nursing home staffs with resident activities, meal services, administrative support and housekeeping.

For details, send a self-addressed, stamped 9½" x 4" envelope to AAHA, 1129 20th Street, N.W., Suite 400, Washington, D.C. 20036.

AMERICAN RED CROSS

The American Red Cross works to improve the quality of human life, enhance self reliance and concern for others, and helps people avoid, prepare for, and cope with emergencies. Volunteers work in disaster situations, drive Red Cross vehicles, visit the elderly, teach community courses in health maintenance and accident prevention. Leadership volunteers are needed for administrative and policy positions.

Contact your local American Red Cross chapter listed in the telephone directory.

FAMILY SERVICE AMERICA

Voluntary association of 290 local agencies which provide family problem/issue-related services. Assistance is provided through family counseling, family life education services, prevention programs, and other programs designed to help families with parent-child, marital, mental health, and other problems of family living.

Write Information Center, 11700 West Lake Park Drive, Milwaukee, Wisconsin 53224, for more information.

THE HOLIDAY PROJECT

Each year Holiday Project volunteers visit with hundreds of thousands of people confined to institutions on Christmas, Hanukkah, and other holidays throughout the year... people who otherwise might not have a holiday visitor.

To participate by going on a visit or managing these activities, write The Holiday Project, P.O. Box 6829, Department C, FDR Station, New York, N.Y. 10150-1906.

JAPANESE AMERICAN CITIZENS LEAGUE

An association primarily interested in human and civil rights focusing on Asian American communities. Members serve as volunteers for special events planning, advocacy, internal communications production, public relations and public speaking.

Annual dues are assessed for membership.

Write for information to Volunteer Coordinator, 1765 Sutter Street, San Francisco, California 94115.

LULAC— LEAGUE OF UNITED LATIN AMERICAN CITIZENS

LULAC is the oldest and largest Hispanic organization in the United States. It has worked since 1929 to assure Hispanic citizens a good education, a better job, and civil rights promised to every American.

Call 512-223-3377 for more information on volunteer opportunities in your local area.

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)

The principal objective of the NAACP is to ensure the political, educational, social and economic equality of minority group citizens, achieve equality of rights and eliminate racial prejudice among the citizens of the United States. Through 1500 branches, the NAACP utilizes volunteers in activities such as the "Back to School/Stay in School" program and the ACT/SO program which fosters educational excellence.

For further information, contact the local branch of the NAACP listed in your telephone directory.

NATIONAL ASSOCIATION OF AREA AGENCIES ON AGING (NAAAA)

NAAAA acts as an advocate on behalf of all elderly persons and their family caregivers, assisting older persons to remain independent and in their homes and communities for as long as possible. Volunteer opportunities include working directly with the elderly in various support services.

Locate your local group by consulting the telephone directory under "Area Agency on Aging", "Aging" or "Senior Citizens" or contact NAAAA, 600 Maryland Ave., S.W., #208-W, Washington, D.C. 20024. telephone 202-484-7520.

NATIONAL CENTER FOR URBAN ETHNIC AFFAIRS

Develops neighborhood programs and policies grounded in an appreciation of multi-cultural and multi-ethnic cooperation. Creates partnerships among neighborhood organizations, government agencies and the private sector on neighborhood revitalization, self-help development, and cultural programs. Opportunities are available for volunteers wanting ethnic and racial cooperative working experiences.

Contact 202-232-3600 for more information about volunteer opportunities in your local area.

NATIONAL COMMITTEE FOR PREVENTION OF CHILD ABUSE

National citizen-based organization working to prevent child abuse through public awareness and education, advocacy, research and the development and maintenance of a national network of 67 chapters. Volunteer activities range from local board membership to public speaking and special events promotion.

For further information, write Young Adult Volunteers, P.O. Box 2866, Chicago, Illinois 60690.

NATIONAL COUNCIL OF NEGRO WOMEN, INC.

A coalition of 32 national organizations which works to improve the quality of life for black women, families, communities in the United States and developing countries of Africa. Volunteers are needed for leadership training, advisory and administrative committees, and project activities in program areas such as: education, teenage parenting, drug abuse prevention, juvenile justice, hunger, and international development education.

For further information contact NCNW headquarters, 701 North Fairfax Street, Suite 330, Alexandria, Virginia 22314 or call 703-684-5733.

NATIONAL COURT APPOINTED SPECIAL ADVOCATES ASSOCIATION

Supports and maintains a network of programs designed to provide court appointed special advocates (CASAs) for abused and neglected children involved in juvenile dependency hearings. A CASA is a trained community volunteer who speaks for abused and neglected children in court. No special background is required for volunteers. A CASA training program is provided.

Write NCASAA for additional information at 909 N.E. 43rd Street, Suite 202, Seattle, Washington 98102.

NATIONAL URBAN LEAGUE

Seeks to eliminate racial segregation and discrimination and to achieve parity for blacks and other minorities. Provides direct service to minorities in the areas of employment, housing, education, social welfare, health and labor, veteran, community and minority business affairs.

Consult your local telephone directory for the Urban League chapter nearest you.

UNITED WAY OF AMERICA

Over 2300 United Ways across the country raised \$2.6 billion in 1987. The local organizations build understanding about unmet needs and provide funding to over 37,000 health and human-care agencies and programs. Volunteers help identify needs, raise and allocate funds, and monitor agencies.

For more information consult your local telephone directory or call United Way of America at 703-836-7100.

VOLUNTEERS OF AMERICA

Volunteers of America is a religious, human-service organization providing a wide variety of services to a client population ranging from the very young to the very old, victims of domestic violence, the homeless and the forgotten. Volunteers are utilized for such activities as home-bound meal delivery, counseling, administrative support, shelter meal preparation, and transportation for the elderly and developmentally disabled.

For additional information or to volunteer, contact VOA National Headquarters at 1-800-654-2297.



AMATEUR SOFTBALL ASSOCIATION OF AMERICA

As the governing body of amateur softball in the U.S., the Association promotes and develops the sport through more than 100 state and metropolitan associations. Each year more than 40 national championships are sanctioned by the ASA where opportunities for volunteers range from selling souvenir program advertising to working at concession stands.

For more information, contact your state or metro Amateur Softball Association commissioner or call the national office at 405-424-5266.

BIG BROTHERS/BIG SISTERS OF AMERICA

Big Brothers/Big Sisters matches friends—one adult volunteer to one child who needs the support necessary to grow and mature in a positive way. Little Brothers and Little Sisters are school-age children from single-parent homes. Screening of volunteers and on-going supervision are provided by professional staff.

For more information, write Big Brothers/Big Sisters of America, 230 North 13th Street, Philadelphia, Pennsylvania 19107.

BOY SCOUTS OF AMERICA

Educational program for the character development, citizenship training, and mental and physical fitness of boys and young adults.

For more information on volunteer opportunities, consult your local telephone directory for the Boy Scout council nearest you.

BOYS CLUBS OF AMERICA

Boys Clubs provide career development, character building, fitness and recreational opportunities. Volunteer activities range from working directly with children to Board leadership.

For further information consult your local telephone directory.

CAMP FIRE, INC.

Offers group activities for school-age boys and girls to learn self reliance skills and citizenship.

For more information, consult your local telephone directory or call 1-800-821-6180.

GIRL SCOUTS OF THE U.S.A.

Girl Scouting is open to all girls and helps them develop their potential, make friends, and become a vital part of their communities. Girl Scouts work in partnership with adult volunteers who serve as troop leaders, board members or special consultants. Conditions of volunteer service are flexible.

For additional information, call your local Cirl Scout Council listed under "Cirl Scouts" in your telephone directory.

GIRLS CLUB OF AMERICA

Girls Club of America serves 250,000 girls and young women ages 6-18 through more than 200 Girls Club centers and various outreach programs. The programs bring each girl closer to responsible, economically self-sufficient adulthood and personal fulfillment.

Consult your local telephone directory for more information.

NATIONAL HANDICAPPED SPORTS AND RECREATION ASSOCIATION (NHSRA)

NHSRA provides sports and recreation activities for the physically disabled. It is administered by and for handicapped individuals who believe sports and recreation activities promote physical and mental well-being. NHSRA can effectively use the talent and skills of both disabled and non-disabled volunteers in a variety of services including instruction in active sports.

For detailed information, write NHSRA, 1145 19th Street, N.W., Suite 717, Washington, D.C. 20036, Attn: Volunteer Coordinator, or call 301-652-7505.

OUTWARD BOUND U.S.A.

Outward Bound is the largest and oldest adventure-based education organization in the United States. Outward Bound's purpose is to develop and enhance in its participants, self confidence and self esteem, leadership qualities, teamwork and empathy for others, service to the community and sensitivity to the environment. Volunteers are needed for fundraising and special events as well as at base camps helping with logistics and maintenance.

Call 1-800-243-8520 for further information.

SPECIAL OLYMPICS INTERNATIONAL

Special Olympics International, which provides sports training and competition to one million children and adults with mental retardation, needs volunteers at the state and local levels to coach, officiate, organize or help at Games, raise funds and much more.

For information, call 202-628-3630 or your local Special Olympics program.

YMCA-USA

The YMCA's mission is to put Christian principles into practice through programs that build healthy body, mind and spirit for all. There are numerous volunteer opportunities at the 2048 Y's across the country.

Contact your local YMCA for further information.

YWCA OF THE U.S.A.

YWCA has served the needs of ethnically and socioeconomically diverse women and girls for many years, emphasizing personal growth, health and fitness, education and skills training. Volunteers are needed for a wide variety of community service programs and planning.

For further information, contact the YWCA in your community or write Sarah Jordan, YWCA of the U.S.A., 726 Broadway, New York, N.Y. 10003.

YOUTH SUICIDE NATIONAL CENTER

Coordinates efforts to prevent youth suicide. Provides information to youth, families and organizations about youth suicide and its prevention.

For further information about what you can do in your community write West Coast Office, 1811 Trusdale Drive, Burlingame, California 94010 or call 415-692-6680.



Additional information on volunteer opportunities can be obtained by contacting:

VOLUNTEER—THE NATIONAL CENTER

VOLUNTEER—The National Center is a referral source for information on volunteerism and can assist individuals in locating local volunteer centers.

For further information, write VOLUNTEER—The National Center, 1111 North 19th Street, Suite 500, Arlington, VA 22209 or call 703-276-0542.

Adolph Coors Company Community Relations Department. Golden. Colorado 80401





As a young person, you have two things the world desperately needs. The energy and the spirit to help those who are less fortunate.

Coors would like to help you get involved. Which is why we're creating a new how good it feels to give.

support program called Volunteers Under 30. Send in this coupon and you'll receive a free brochure listing nonprofit organizations and offering creative volunteer ideas. Do it today. And join those who know how good it feels to give.

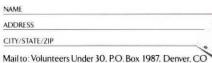
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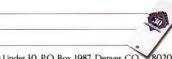
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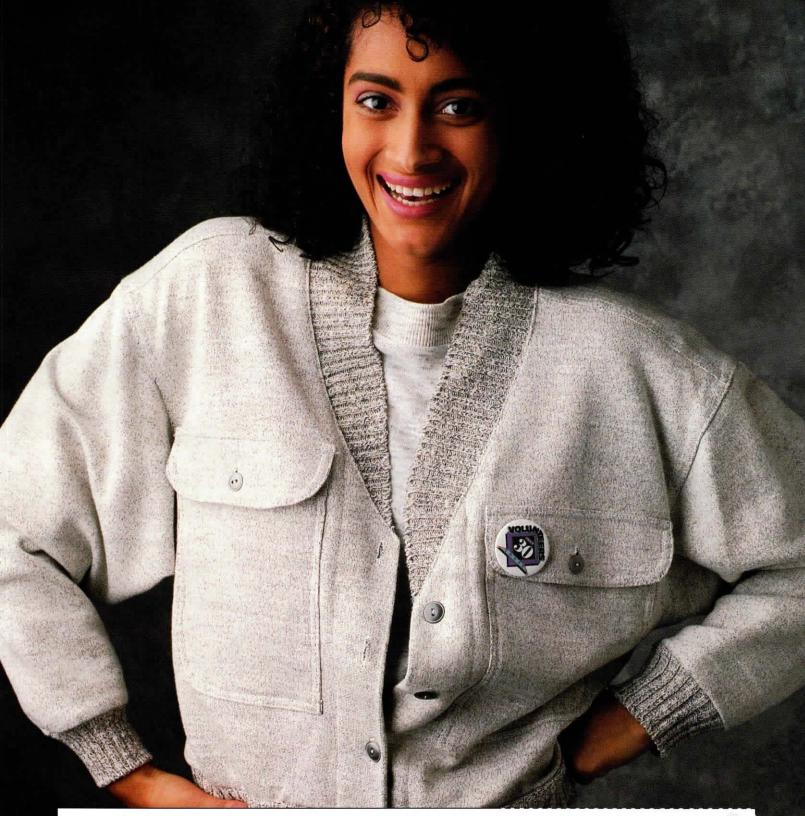
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